

THE CONSUMER'S SATISFACTION – AS A FACTOR FOR SUCCESS IN TRAVEL TRADE COMPANIES (Satisfacția consumatorului – factor de succes în companiile turistice)

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Rezumat

Consumatorii sunt indivizi care achiziționează bunuri și servicii pentru a-și satisface nevoile. Comportamentul consumatorilor este un proces prin care ei decid dacă, ce, când, unde și cum să cumpere bunuri și servicii. Marketingul este deci interesat în primul rând de comportamentul individului ca și consumator.

În împrejurările actuale, este normal să presupunem că marketingul urmărește permanent nevoile consumatorilor ca element de bază în dezvoltarea strategiei potrivite care să ducă la satisfacția consumatorului. Dar trebuie luat în considerare faptul că nevoile sunt o categorie socială ce se schimbă continuu și care nu sunt satisfăcute niciodată.

Prin stabilirea unei strategii potrivite, bazată pe informații calitative, vânzătorii contribuie la dezvoltarea unei categorii de consumatori loiali care va conduce la realizarea unei strategii generale, la supraviețuirea și dezvoltarea companiei turistice.

Abstract

The consumers are subjects that purchase goods and services in order to satisfy their needs. The behavior of the consumers is a process in which they decide whether, what, when, where, and how to purchase goods and services. The marketing is therefore, primarily interested in the behavior of the subject as a consumer.

In the modern circumstances, it's normal to suppose that the marketing is permanently following the needs of the consumers as a basic supposition for the development of the suitable strategy leading to the customer's satisfaction. But it should be taken into consideration that the needs are a social category changing all the time and are never satisfied.

With the setting of a suitable strategy based on qualitative information, the marketers contribute to the development of a loyal consumer's category that will lead to the realisation of a general strategy, to the survival and the development of a travel trade company.

Cuvinte cheie

- Nevoi;
- Motive;
- Satisfacție;
- Consumator;
- Companii turistice.

Keywords

- Needs;
- Motives;
- Satisfaction;
- Consumer;
- Travel trade companies.

1. The Importance of the Consumer's Needs for the Development of the Travel Trade Companies

Having knowledge about the necessity of the importance of the needs for the strategy of the travel trade subject is of a primary importance. Actually realising the aims of the travel trade company, represents satisfaction of certain needs. Furthermore, in the conditions of marketing orientation in the managing of a travel trade company in which the customer is in the focus of its activity, knowing the customer's needs is a condition for an optimal combination, the factors, the production and the sales strategy. That's why exploration of the needs has got great importance for such a work. It's very important for the travel trade company to have the following basic components in the process of researching the needs:

- There is variety of needs that appear in a determined combination of conditioned factors. It is very important to know while confirming the total value of someone's needs, because it's a basic condition for an active travel trade company in the market.
- The needs are in permanent dynamics, because of the already conditioned changes. This means that the factors should always be studied in the total complexity and in the course of the movement in order to adapt their activities in the market.
- The cognition of the needs especially their intensity in volume, duration of time etc, is an important condition for the market action. However, certain segments make factors which determine the needs and the consumption.

This entry should enable the marketing programme of the travel trade company to adapt the total dynamics of

the needs, which means more flexible instruments depend on the factors which give such a dimension to the need.

2. Needs and Motives

To be familiar with the marketing needs is most important, because the aim of the travel trade company according to marketing conception is to satisfy consumer's needs which should be completely recognised.

In the economic literature and in the psychology the needs are often considered as a feeling of lack, and people try to clear it up. There are some other definitions about the needs where certain elements are emphasized:

- The need provokes bias in the organism which is present until it gets satisfied after which the organism transfers into balance.
- The need makes certain pressure over the central nervous system which controls the movements in the human body.
- The need is actually a certain physical and emotional dissatisfaction inside the human body which makes an idea to get rid of such a condition in the human body.
- The needs do not represent only deficiency of any product but also the shortage of something else which is useful or important for the human body.

The needs could be satisfied by buying products or utilisation of certain services depending on the available shopping factors.

Meanwhile, in the present society conditions of economic development, all the wishes and needs couldn't be satisfied which result with successive fulfilment of the wishes and needs.

The volume and the structure of the needs depend on the following basic factors:

- The degree of the economic and social development. For example on the first

stage of the society development, only the elementary living needs are satisfied.

Different needs are formed by the development of the class society inside the certain class.

- From the social society structure
- Proportion between the class forces
- Habits and pretends of social groups or individuals
- Relationships between social groups and international communities
- Fashion and taste.

The needs should be observed in a dynamic change which is often connected to the changes of the already conditioned factors in a certain period of time and by including the factors, the needs get their own dimension and size.

The needs could be classified in two main groups:

- Main needs which include the needs important for living;
- Standard needs important for comfortable life, including technical goods, cultural life and development.

The needs often share into:

- Primary needs;
- Needs for the survival of the human kind;
- Spiritual needs;
- Physiological needs;
- Social needs.

This classification originates from the hypothesis that all needs haven't got equal importance, so there is sequential fulfilment in the process of their satisfaction.

Contrary to the needs, the motive understands inside forces which encourage one to certain activity.

The motives represent one of the phases in the process of appearance and fulfilment of the needs.

The motives could be classified in two groups: rational motives and emotional ones.

1) Rational motives; economic purchasing motives, which in the process of satisfaction require certain characteristics for longevity, easy usage and safety. These motives are very important while purchasing.

2) Emotional motives consist of a group which points out a sequence of elements in the process of fulfilment of the needs, which doesn't come out of logical consumers' behaviour. This group of motives is important in the process of fulfilment of the personal needs.

3. Understanding Consumers' Behaviour as a Way of Successful Fulfilment of Consumers' Needs

A person could be defined as a configuration of characteristics and way of behaviour, which determines the adapting of a person in the environment. Because of the general consistence in the individual behaviour it's possible to classify dominant characteristics and classify the types of persons. Such an approach enables marketing to use the individual as a factor to create marketing strategies and adapt marketing mix to their needs.

This is the only way to satisfy the consumers' needs which is in fact the aim of the travel trade company functioning on the basis of the marketing concept.

There are different opinions in explaining the customers' behaviour, i.e. the explanation and the interpretation of the process of making purchasing decisions. The main reason for that is the complexity of these prices as well as the individuality in bringing customers' decisions.

On one hand the purchasing process is influenced by individual objective factors, and on the other hand it depends

on the concrete customers' decision and is also connected with sequence of elements which are inside the personality itself. In fact this is an explanation why the costumers with equal economic and other status behave different while purchasing.

The interest for discovering the elements that influence the purchasing decisions in marketing is big, because the knowledge of this process offers wide possibilities for adapting marketing strategies for successful fulfilment of the customers' needs.

Factors that influence consumers' behaviour while purchasing include culture, subculture, and social class:

- Social factors such as referential groups, family, etc.
- Personal factors such as age of life circle stadium, profession, economic status, life style, personality, and one's personal idea.
- Psychological factors which influence the choice of products are: motivation, perception, knowledge and attitude.

The consumers' behaviour is of great interest for the marketing as well as their way of thinking and actions in searching, purchasing, evaluation and elimination of the product, services and ideas which are expected to fulfil their needs.

While purchasing, the consumer wants to avoid or minimise the following risks:

- Functional, that means that the product won't be good enough for use as it is expected to be.
- Physical, for themselves and the others who use the product.
- Financial, that the product will not be worth enough in money and time as it is supposed to be.
- Social that the bad choice of the product will bring the consumer up to an unpleasant situation in front of the others.

- Psychological, that the bad choice will endanger the consumers' ego.

The travel trade company by knowing the consumers' behaviour and motives should make strategies which would minimise consumers' risks.

In that case it's very important to understand the variables which influence the consumers' behaviour, using specific, changeable, creating and using strategies based on already controlled variables and influence over the wanted results.

There are different understandings about the purchasing process, i.e. consumers' behaviour in the market which results out of the complexity of this process and influence of the numerous factors.

It is considered that one, under the influence of sequence of stimulators, which affect it to bring a purchasing decision. At the same time one's psycho and his reaction are represented as a "black box".

According to Milisavljevic there are three explanations about the purchasing process and the consumers' behaviour.

The first explanation starts from the fact that bringing up the purchasing decision results out of the relation between consumers' reactions, which occur under the influence upon the sellers' actions in order to emphasize the stimulators.

Another explanation starts from the fact that bringing up a decision for purchasing actually is a process, not an act.

In that process the buyer goes through many phases such as: consciousness knowledge, intention, and the process of purchasing right.

The third explanation understands the process of purchasing as a need satisfaction, i.e. high-grade consumers' satisfaction which represents the bases for

the selling process, while the seller has to discover the needs.

The purchasing process could be explained with five different aspects:

- Economic aspect;
- Sociological aspect;
- Socio - psychological aspect;
- Psychological aspect;
- Combined aspect.

Economic explanation about the purchasing process starts with the basic hypotheses that buying represents choice of products under the influence of the rational motives.

Sociological explanation of the process for the needs satisfaction starts with the man as a social being.

The aim of the psychological explanation is to explain why people behave in a particular way.

4. Conclusion

In the conditions of marketing orientation in the travel trade company's work where the customer is in the focus of its activity, knowing the customers' needs is a condition for an optimal combination of factors for production and the strategy of marketing.

Accomplishment of the economic aims in the process of reproduction, represent high - grade satisfaction of particular customers' needs.

Researching customers' behaviour, the person is used as a factor for making marketing strategies and adapting the marketing mix to their needs.

This is the only way for a high - grade satisfaction of the customers' needs.

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